AMENDMENTS TO THE CLAIMS

1.   (Currently amended) A method, comprising:

correlating <u>different sets of</u> information to <u>determine whether to</u> provide a promotion;

<u>if the promotion is to be provided,</u> providing a broadcast segment that displays information related to the promotion as part of an interactive video display transmission; and

processing a command sent from a user input device in response to the displayed information to initiate a transaction related to the promotion.

2.   (Currently amended) The method of claim 1 wherein <u>the different sets of</u> information ~~includes~~ <u>include</u> a first set of data related to product data and a second set of data related to the broadcast segment.

3.   (Currently amended) The method of claim 2 wherein <u>the different sets of</u> information ~~includes~~ <u>include</u> a third set of data related to a user profile.

4.   (Original)   The method of claim 2 wherein the product data comprises data indicative of one of broadcast segment, date, time, season, or merchant product volume information.

5.   (Original)   The method of claim 3 wherein the user profile comprises data indicative of one of a purchase history, personal interest, income level, gender, age, or broadcast segment viewing history.

6.   (Original)   The method of claim 5, further comprising generating the purchase history by storing information indicative of previous user transactions with a network accessible via an interactive video casting system.

7.   (Original)   The method of claim 1, further comprising subsequent to processing the command sent from the user input device, applying the promotion to a transaction with a user.

8.   (Original)   The method of claim 1, further comprising subsequent to processing the command sent from the user input device, storing in a storage unit a credit related to the promotion that is usable for a future transaction.

9.   (Original)   The method of claim 1 wherein the command comprises a first command, the method further comprising:

comparing a user's current transaction conducted via the interactive video display transmission to promotion information stored in a storage unit associated with the user, the promotion information corresponding to at least one promotion previously provided to the user;

if the at least one promotion corresponding to promotion information stored in the user's storage unit is applicable to the user's current transaction, providing all applicable promotions to the user;

receiving a second command sent from the user input device to apply at least one of the provided promotions to the user's current transaction; and

removing information related to the applied at least one promotion from the storage unit.

10.   (Original)   The method of claim 1 wherein the command comprises a first command, the method further comprising changing a frequency of providing of promotions in response to a second command received from the user input device.

11.   (Currently amended) The method of claim 1, further comprising correlating a calendar entry in a calendar with the associated with a user, the calendar entry including information to provide the promotion.

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12.   (Original)   The method of claim 1 wherein the interactive video display transmission comprises a transmission from an interactive video casting system.

13.   (Currently amended) The method of claim 1 wherein the interactive video display transmission is provided from an interactive video casting system, the method further comprising using information related to <u>a user's</u> previous use of the interactive video casting system to provide a promotion based on frequency of use of the interactive video casting system.

14.   (Original)   The method of claim 1, further comprising:

storing information related to the promotion in a storage location if at least a portion of the broadcast segment is stored; and

retrieving the stored information from the storage location during retrieval of the stored portion of the broadcast segment and providing the promotion along with the retrieved portion of the broadcast segment to the user.

15.   (Currently amended) An article of manufacture, comprising:

a machine-readable medium having stored thereon machine-readable instructions to:

correlate <u>different sets of</u> information [[with]] <u>to determine whether to provide</u> a promotion;

<u>if the promotion is to be provided,</u> combine the promotion with a broadcast segment provided via an interactive video casting system; and

process a command sent from a user input device to apply an element of the promotion to a transaction conductable via the interactive video casting system.

16.   (Currently amended) The article of manufacture of claim 15 wherein the correlated <u>sets of</u> information ~~includes one~~ <u>include at least two</u> of <u>a set of</u> user profile data, <u>a set of</u> product data, or <u>a set of</u> broadcast segment data.

17.   (Original)   The article of manufacture of claim 15 wherein the element of the promotion comprises a credit, the machine-readable medium further having instructions stored thereon to, in response to receiving the command from the user input device, store the credit in a storage unit for application towards a future transaction conductable via the interactive video casting system.

18.   (Original)   The article of manufacture of claim 15 wherein the command comprises a first command, the machine-readable medium further including instructions stored thereon to:

compare a user's current transaction conducted via the broadcast segment to promotion information stored in a storage unit associated with the user, the promotion information corresponding to at least one promotion previously provided to the user;

if the at least one promotion corresponding to promotion information stored in the user's storage unit is applicable to the user's current transaction, provide all applicable promotions to the user;

process a second command sent from the user input device to apply at least one of the provided promotions to the user's current transaction; and

remove information related to the applied at least one promotion from the storage unit.

19.   (Currently amended) A server for an interactive video casting system, the server comprising:

a storage unit having <u>different sets of</u> information stored therein capable of being correlated to <u>identify</u> a promotion <u>to be provided</u>;

a processor communicatively coupled to the storage unit, the processor capable to trigger correlation of the <u>different sets of</u> information stored in the storage unit to <u>identify</u> the promotion and to control insertion of the promotion into an interactive video display transmission; and

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a communication interface communicatively coupled to the processor to provide the interactive video display transmission having the promotion to a client terminal.

20.   (Currently amended) The server of claim [[18]] 19 wherein the processor is further capable to trigger storage of data related to the promotion in a storage location coupled to the client terminal.

21.   (Currently amended) The server of claim [[18]] 19 wherein the processor is further capable to trigger storage of data related to the promotion in a storage location coupled to a head-end.

22.   (Currently amended) The server of claim [[18]] 19 wherein the interactive video display transmission comprises an interactive television transmission.

23.   (Currently amended) The server of claim [[18]] 19 wherein the different sets of information stored in the storage unit includes one include at least two of user profile data, product data, or broadcast segment data related to a broadcast segment that is part of the interactive video display transmission.

24.   (Currently amended) The server of claim [[18]] 19, further comprising another storage unit capable to store promotion data in response to a command received from the client terminal via the communication interface to defer application of the promotion.

25.   (Currently amended) The server of claim [[18]] 19 wherein the processor is further capable to apply the promotion to a transaction in response to a command received from the client terminal via the communication interface to initiate the transaction.

26.   (Currently amended) A system, comprising:

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an interactive video casting network coupleable to a communication network to provide a broadcast segment, having a promotion, as part of an interactive video display transmission; and

a server coupleable to the interactive video casting network, the server including:

a storage unit having <u>different sets of</u> information stored therein capable of being correlated to <u>determine whether to provide</u> the promotion;

a processor communicatively coupled to the storage unit, the processor capable to trigger correlation of the <u>different sets of</u> information stored in the storage unit <u>to determine whether</u> to <u>provide</u> the promotion and<u>, if the promotion is to be provided, then</u> to control insertion of the promotion into the broadcast segment; and

a communication interface communicatively coupled to the processor to provide the broadcast segment having the promotion to a client terminal.

27.   (Original)   The system of claim 26 wherein the interactive video casting network comprises an interactive television network.

28.   (Original)   The system of claim 26 wherein the server further comprises another storage unit capable to store promotion data in response to a command received from the client terminal via the communication interface to defer application of the promotion.

29.   (Original)   The system of claim 26 wherein the server is coupled to store data related to the promotion in a first storage location coupled to the client terminal or in a second storage location at a head-end of the interactive video casting network.

30.   (Original)   The system of claim 26 wherein the processor is further capable to apply the promotion to a transaction in response to a command received from the client terminal via the communication interface to initiate the transaction.

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31.   (Original)   A method for providing targeted promotions via an interactive video casting system, the method comprising:

correlating information from a plurality of merchants with data on usage of the interactive video casting system by a viewer to provide a targeted promotion;

providing information related to the promotion to the viewer by way of at least one portal of the interactive video casting system; and

processing a command sent from a viewer input device in response to the information to initiate a transaction related to the promotion.

32.   (Original)   The method of claim 31 wherein the at least one portal comprises an interactive television portal.

33.   (Currently amended) The method of claim [[32]] 31 wherein the at least one portal further comprises a computer portal.

34.   (Currently amended) The interactive portal system method of claim [[33]] 31 wherein the at least one portal further comprises a mobile device portal.

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